

THINKPOLIS

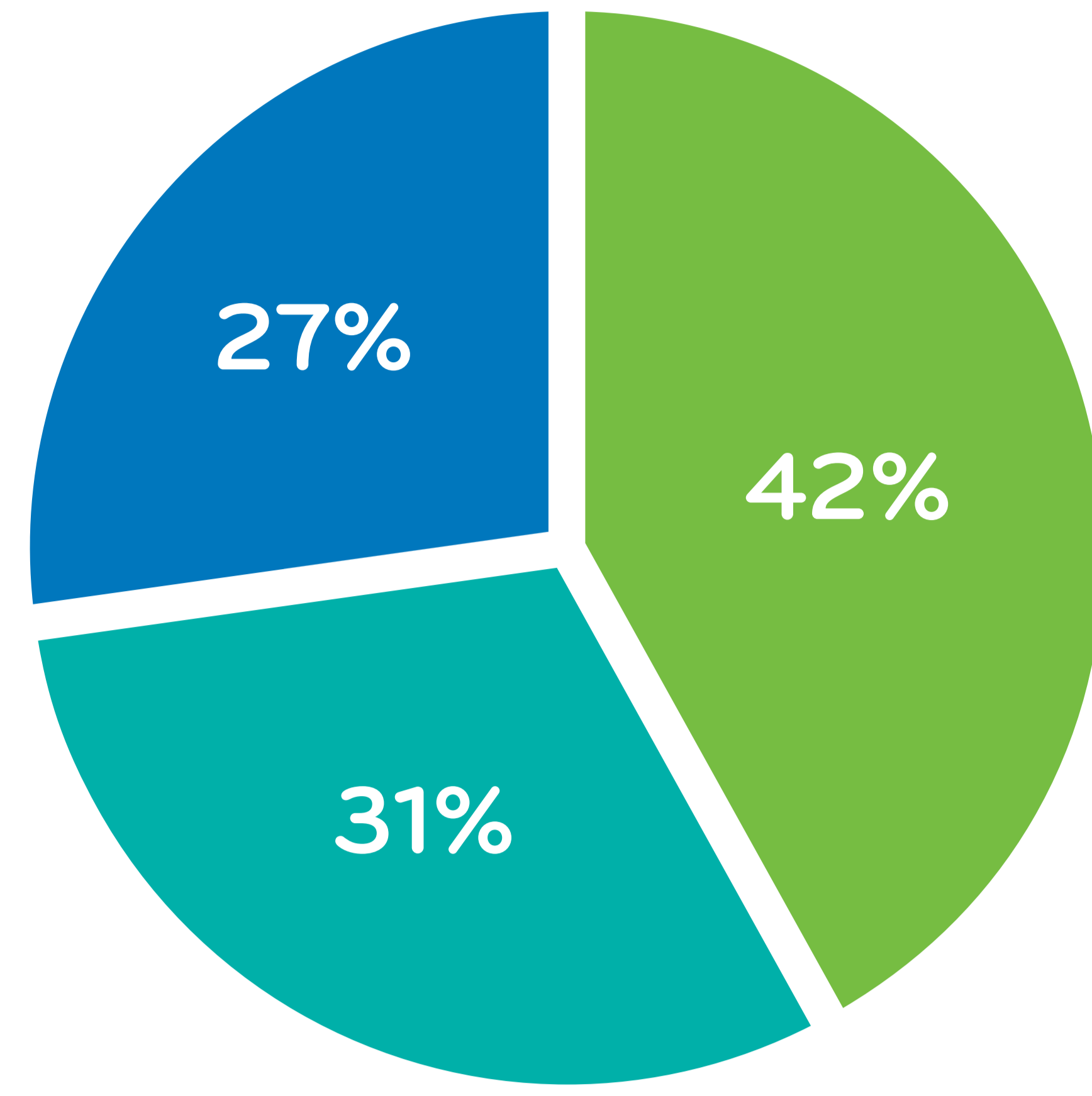
2015

BILINGUALISM

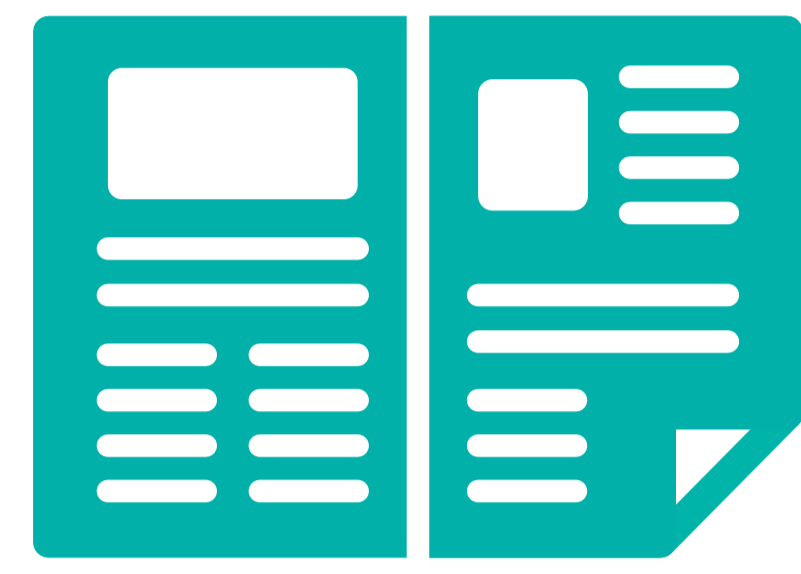
MAY

We asked Canadians: IS BILINGUALISM STILL RELEVANT IN CANADA?

- No, the world functions in English now
- Yes, English and French are essential
- Yes, but not necessarily English and French anymore

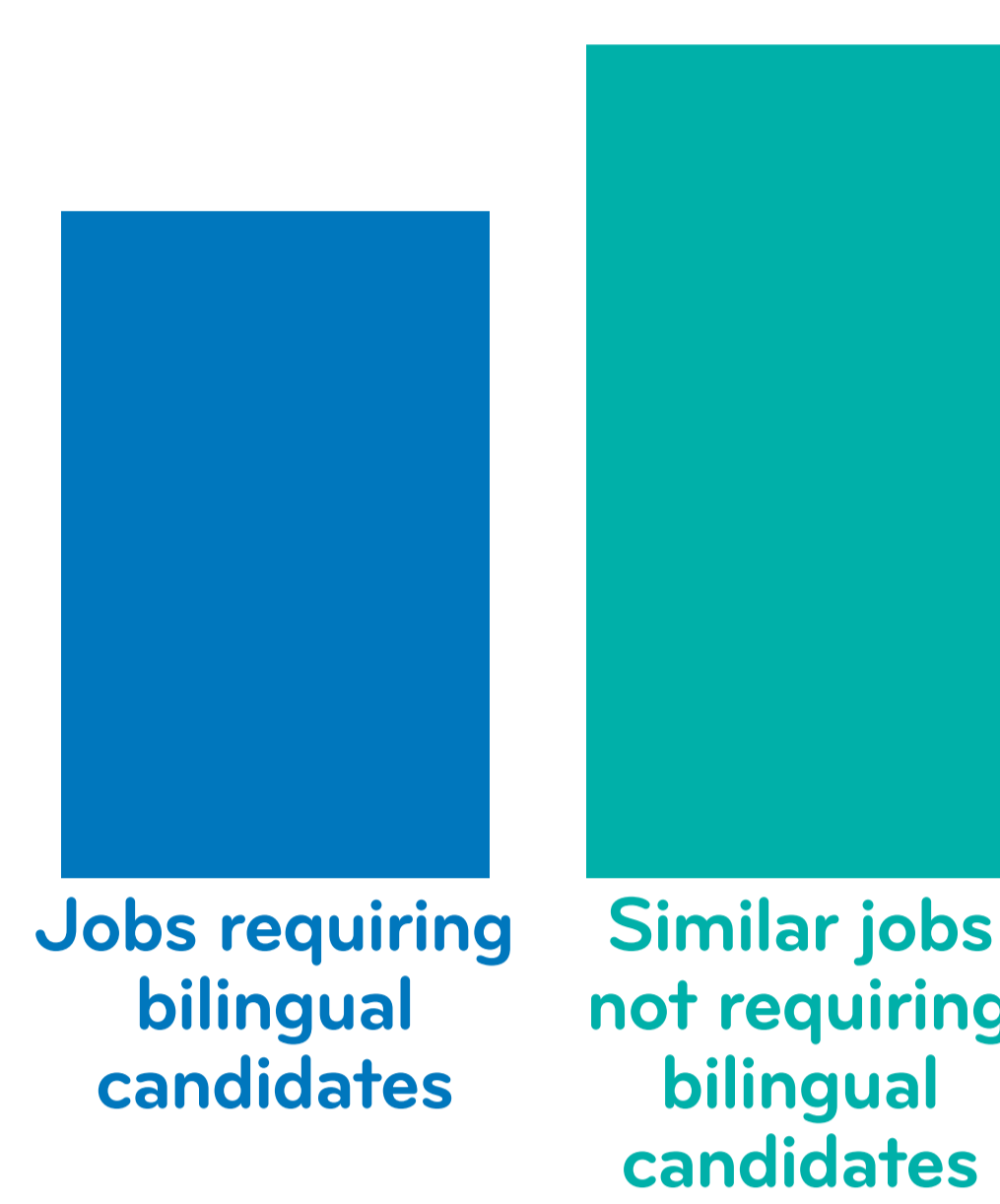


WHAT THE JOB MARKET SAYS:

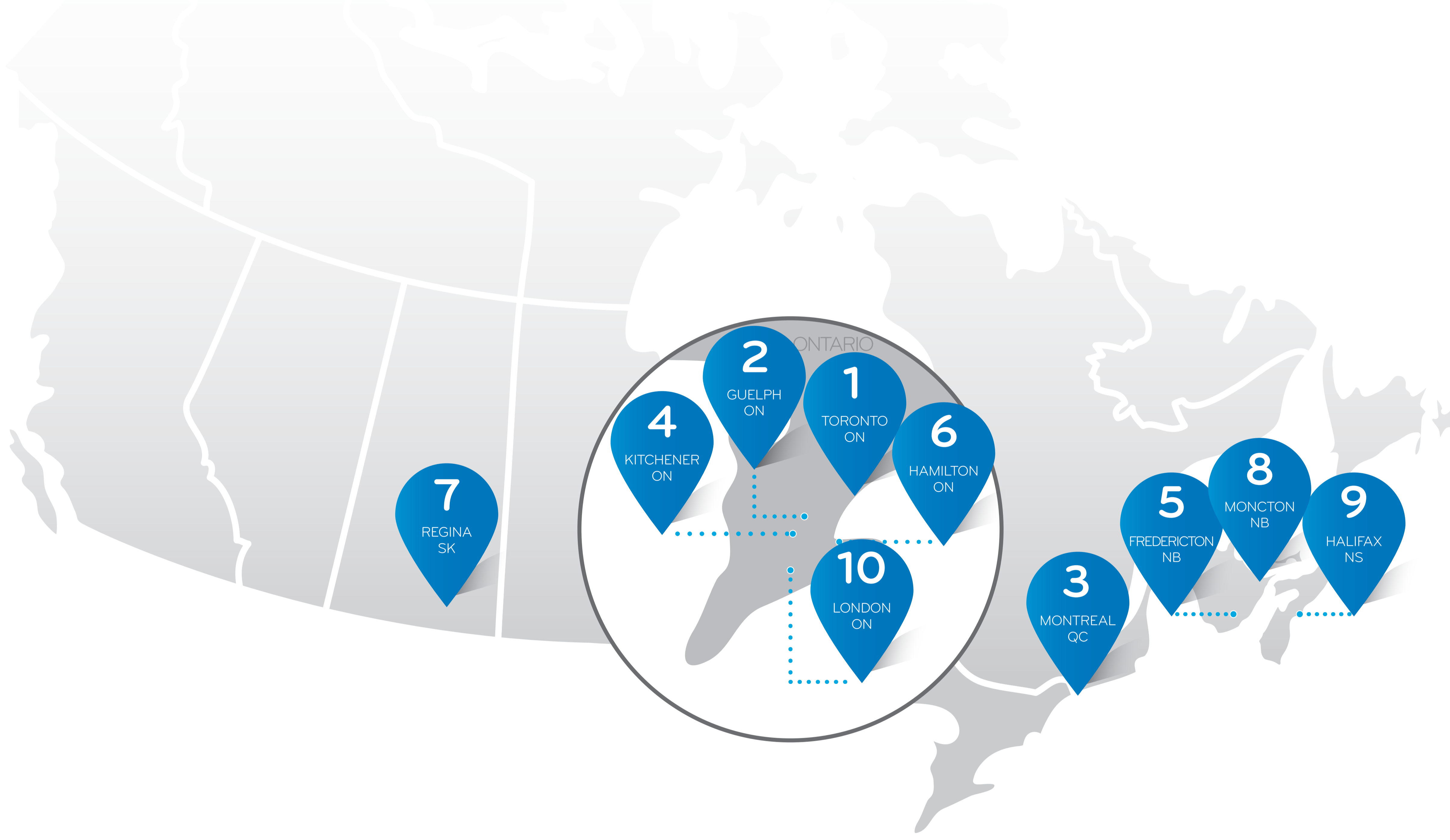


Less than 10% of Canadian job ads require candidates to be fluent in both official languages—that's a **2% drop** since 2007

On average job postings requiring bilingual candidates receive **20% fewer** applications than do similar jobs not requiring a second language



THE TOP 10 JOB MARKETS WHERE BILINGUAL JOB SEEKERS HAVE A COMPETITIVE ADVANTAGE:



THE TOP 10 JOBS WHERE BILINGUAL CANDIDATES HAVE A COMPETITIVE ADVANTAGE:

- | | |
|--|----------------------------|
| 1 Billing Administrator | 6 Marketing Coordinator |
| 2 Collections Clerk | 7 Systems Administrator |
| 3 Financial Administrator | 8 Recruitment Consultant |
| 4 Technical Support / Customer Service | 9 Administrative Assistant |
| 5 Human Resources Advisor | 10 Sales Representative |

TOP 10 LANGUAGE GROUPS COMBINED WITH ENGLISH (NOT INCLUDING FRENCH)

- 1 Mandarin/Other Chinese Language
- 2 Hindi
- 3 Spanish
- 4 Punjabi
- 5 Tagalog
- 6 Urdu
- 7 Arabic
- 8 Russian
- 9 Gujarati
- 10 Tamil

TOP 10 LANGUAGE GROUPS COMBINED WITH FRENCH (NOT INCLUDING ENGLISH)

- 1 Arabic
- 2 Spanish
- 3 Italian
- 4 Romanian
- 5 Mandarin/Other Chinese Language
- 6 Portuguese
- 7 German
- 8 Russian
- 9 Greek
- 10 Haitian

CANADIAN RESUMES ON WORKOPOLIS LIST FLUENCIES IN 90 DIFFERENT LANGUAGES:

